

STUDENT WORK

FASHION ADVERTISEMENT

Students were assigned to develop a visual concept for a fashion brand or car brand advertisement. They were first assigned to develop a concept around the brand and create a content board with all the elements for the composition. While learning compositing techniques in Photoshop, students built their imagery and wrote taglines in accordance with their conceptual focus; promote a brand.



[CONTENT BOARD]

Here is an example of the content board each student were asked to create. Their sketches for the advertisement must come from the content boards.

